

Case Study - Energy

RenGen Energy

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Chief Executive
RenGen Energy

Climate change is possibly the hottest topic of the moment; it is a subject addressed by everyone from former US President Bill Clinton to Richard Branson. And, increasingly, people all across the UK are changing their behaviour to make their own personal contribution to reducing CO2 emissions.

The need to be seen doing the right thing has reached businesses too. But for some businesses this may seem difficult to marry with the need for increased efficiency and 24x7 communications. One company that has risen to these challenges and found a solution is renewable energy company RenGen Energy Ltd.

The Customer

RenGen was founded to develop and finance renewable energy power plants in Europe and across the developing world. In Europe, it focuses on developing and financing the development of large-scale renewables such as wind and biomass. In the developing world, it focuses on developing and financing the construction of methane-capture renewable energy power plants, such as landfill gas to energy and biogas to energy.

The Challenge

Because it is essential for RenGen Energy to be a role model in terms of socially responsible business practices, it reviewed all its business processes to identify simple steps that could reduce its carbon footprint. One such process that cried out for change was company faxing.

"The faxing process was paper heavy and provided absolutely no mobility or freedom when out of the office", states Nicholas Josefowitz, Chief Executive of RenGen Energy. "In my role I can find myself in the rainforests of Brazil one week and travelling up the M1 the next. The constant that remains throughout is the necessity to conduct business responsibly but effectively. I need to be able to turn around new contracts as soon as they are settled and an Internet fax company seemed like the logical choice."

Typically faxing involves taking a piece of paper, dialling a phone number, making a connection, scanning the paper through the machine, and then having a second piece of paper print out at the other end. This methodology, while the industry stan-

dard, has several breaking points built into it. The fax machine on the sender's end may be unavailable because others are using it, which creates a delay. There may be a busy signal on the receiver's end, which means the sender either has to wait and re-dial later, or trust an automatic redialling function to work. The receiving machine may be out of paper or toner and thus unable to print the fax. Even if the entire mechanical process works correctly, it is still dependent on someone on the receiving end seeing the fax and either delivering it or notifying the recipient of its arrival.

RenGen's search for a fax method that would complement its digitally-centric business led initially to a high profile Internet fax company. But after just a month the management team started looking elsewhere because of high charging rates and a poor user interface that required a software download every time. So what seemed like a good idea was just not delivering the expected benefits. Nicholas Josefowitz, Chief Executive of RenGen Energy, determined that he needed a fax service that could allow the Directors to relax in the knowledge that if an important client requested a fax, they could respond quickly and easily no matter the location.

The consequences of not having such a service provider would be severe. On the client side, without quick responses to client needs, confidence would be lost and reputation tarnished. Keeping the antiquated and socially unacceptable fax machine would not sit well within the company's socially responsible profile.

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The Solution

"Our search for a fax service that would deliver results in terms of mobility and ease of use led to MyFax as the only viable option", Josefowitz says. "Agreements and contracts being settled on the other side of the world need to be finalised immediately so work can begin. I can now do this in front of the client highlighting to them the socially responsible and efficient service we incorporate within our business."

"Furthermore, due to time differences around the world I know that the contract is automatically and securely filed away on my server and not lying idle on a fax machine or office floor overnight."

RenGen started a trial with MyFax and soon realised it fitted its needs for usability and competitive pricing. The functionality was also ideal for RenGen's needs and crucially allowed it to:

- ▶ Send and receive faxes online
- ▶ Send and receive in different formats
- ▶ Change inbound email addresses
- ▶ Send and receive faxes to more than one address
- ▶ Receive faxes by encrypted email
- ▶ Set a fax identifier for outbound faxes

- ▶ Receive confirmations of fax results by email
- ▶ Schedule faxes for specific times, and
- ▶ Assign billing codes to specific jobs.

MyFax saved a considerable amount of time from the moment it was set up. Faxes were sent and received as electronic documents straight to the Directors' desktops. No paper was involved unless someone chose to print out a document. Sent faxes were automatically archived into the system with no additional handling or conversions required, making it fast, simple, and painless.

Direct sending and receiving of faxes has helped improve the productivity of the Directors and staff as a whole. Employees are no longer required to leave their desks to send a fax, and no longer have to wonder if a fax they are expecting has arrived. Staff and Directors receive faxes in their own email inboxes and are notified that the fax can be accessed in the group email inbox.

"We know that by working on renewable energy we are doing our bit for the planet. With services such as MyFax we have proven that you can still be a very efficient business, as well as a sustainable one."

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The Result

While there is no exact figure available, Josefowitz estimates that RenGen has been able to reduce its monthly costs due to items such as paper, toner, and dedicated phone lines by 15 per cent.

More important than the productivity improvements and cost savings, is the socially acceptable business processes that MyFax now underpins. "We know that by working on renewable energy we are doing our bit for the planet. With services such as MyFax we have proven that you can still be a very efficient business, as well as a sustainable one."

About MyFax

MyFax is the fastest growing Internet fax service used by individuals, small, medium and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America, Europe and the UK to industries recognised among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 10,000 new customers subscribe to MyFax each month. Additional information is available at www.myfax.uk.com

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